



The eQuality Project

CARA-Ontario Conference

Ottawa

7 December 2015

Powered by SSHRC funding ++



“like, some people refuse to post, like, topless pictures, and they’ ll get hate for that. Or if you do post topless pictures, you’ ll get hate for that. Or if- pretty much anything you do is something wrong in someone’ s eyes.”

Rural minor focus group
Participant 4

criminalization
responsibilization
control & surveillance

unknown sexual predators

complex contextualized

technological architectures
social norms
industry marketing strategies

misogyny
racism
homophobia
transphobia
ableism
colonialism

lived eQuality



MediaSmarts



**YOUNG
CANADIANS
IN A WIRED WORLD**

**ONLINE PRIVACY,
ONLINE PUBLICITY**

MediaSmarts' latest research shows youth care more about their online reputations than their personal information.

**Alberta Teachers Association
Canadian Teachers Federation**

Bill C-13

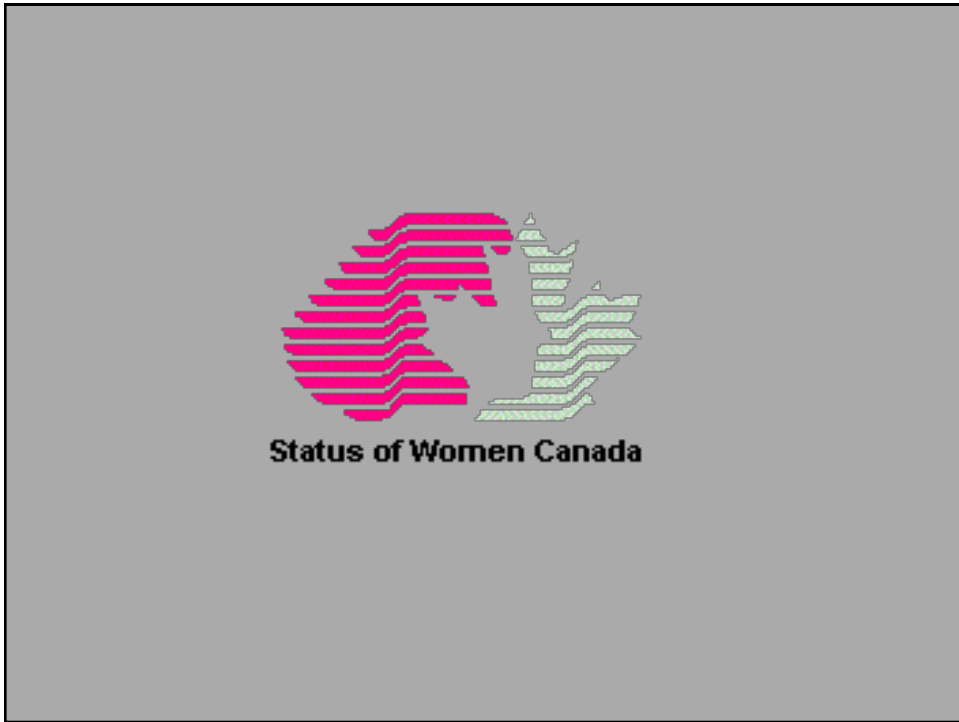
CANADA'S CYBERBULLYING LEGISLATION
THREATENS YOUR PRIVACY



Film | Extraits | Guide | Médias | Achat |

À travers le point de vue percutant de plusieurs spécialistes, le documentaire de Sophie Bissonnette analyse l'hypersexualisation de notre environnement ainsi que ses effets nocifs sur les jeunes.

OCTEVAW





Ontario Coalition of
Rape Crisis Centres

THE CANADIAN CENTRE FOR

GENDER
+ SEXUAL
DIVERSITY

A pink fingerprint graphic is integrated into the word 'SEXUAL', positioned between the 'U' and 'A'.

What would eQuality look like and
how can we get there?

dream team

scholars
research and policy institutes
policymakers
educators
community organizations
youth



Researchers & Collaborators

Steeves

Bailey

Ruparelia

Burkell

Regan

Shade

Smith

Adams

Shariff

Mishna

Cheung

Montgomery

Ringrose

OTHERS

Partners

Alberta Teachers' Federation
Canadian Race Relations Foundation
Canadian Teachers' Federation
Canadian Women's Foundation
Egale Human Rights Trust
Government of Alberta (Human Services)
Canadian Centre for Gender & Sexual Diversity
MediaSmarts
Ontario Coalition of Rape Crisis Centres
Ottawa Coalition to End Violence Against Women
Status of Women Canada
The Vanier Institute of the Family
Universities of Ottawa, Toronto, Western Ontario
George Mason University
YWCA

creating new knowledge about
commercial data practices and their
impact on youth

creating new knowledge about how
diverse groups of young people
understand privacy and the potential
for eQuality

contributing to digital policy making
by disseminating this new knowledge
in accessible form to policymakers
and members of the public

creating educational materials
grounded in the needs and desires of
youth and that address existing
programming gaps identified by our
partners to assist youth in making the
most of their digital experiences

challenges



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